

Tourism in Hawaii on the Rise

After reading the most recent DBEDT news release, we can be very hopeful that we'll be ending this year on a very positive note. According to the report, the total number of arrivals by air reached 560,134 in October, an increase of 9.7% over the same period in the previous year. The cumulative air visitor arrival figure for the ten months in 2004 reached 5,759,0779, an increase of 8.8% over that of the previous year.

Of those arrivals, Japan showed an 8.5% increase, that is 138,135 visitors, in October. Japan also recorded a 14.0% increase in its year-to-date figure, from 1,068,830 in 2003 to 1,218,904 in 2004. The Japan market continues to lead in its per-person-per-day spending at \$255 per person in October, followed by the U.S. East market (\$178 per person per day). In terms of total expenditures, the Japan market showed a 0.6% increase, from \$191.5 million in 2003 to \$192.6 million in 2004. For more details, please visit <http://www.hawaii.gov/dbedt/monthly>.

Japan FAM Tour on the Big Island and Oahu



A group of travel agents from the Kansai area was on a FAM tour from Oct. 27 through Oct. 31, visiting the Big Island and Oahu. The theme of this FAM was "Nature" and the itinerary included a morning cruise on the Fair Wind II with snorkeling at Kealahou Bay, a lava walk which, unfortunately did not materialize due to bad weather, and a visit to Kona Coffee Farm. It was the first time for most of the participants to visit the Big Island and we were happy that, with the generous support from Northwest Airlines, Aloha and Hawaiian Airlines as well as the newly opened Sheraton Keauhou Bay Resort, the agents were able to see for themselves all the natural wonders of the Big Island. Big Island Visitor's Bureau was kind enough to make an itinerary that worked best considering the time constraints. Back on Oahu, the agents spent a day hiking in Senator Fong's Plantation and Garden, followed by a visit to Turtle Bay Resort where some of them experienced first hand the various activities that were available, i.e., horseback riding, golf lessons, as well as the facilities, etc. The day ended splendidly with a visit to the Polynesian Cultural Center, where the group enjoyed the Polynesian dance show. We hope that many of them went back to Japan with a feeling that they had a chance to discover "the other side of Hawaii."

A Travel Journal writer accompanied the group and covered this FAM tour in a Hawaii Nature Report in their Nov. 29 issue.



Our Big Mahalo goes to: Northwest Airlines, Aloha Airlines, Hawaiian Airlines, Sheraton Keauhou Bay Resort and Spa, Fairwinds Deluxe Morning Cruise, the Volcano House, Outrigger Waikiki on the Beach, Nature Quest, Turtle Bay Resort, Polynesian Cultural Center and Oahu Visitors Bureau. In addition, we'd like to give our special thanks to the Big Island Visitors Bureau for the hard work they put in to make our visit to the Big Island such a memorable one.

Media Tour on Kauai and Oahu

HTJ organized a media tour, from Nov. 2 through Nov. 8, inviting one of the leading newspapers, as well as upscale business and sports magazines and trade publications.



"Nature and Healing in Hawaii" was the theme of this tour and Kauai was selected as its destination because of its abundant untouched natural environment. The group stayed at the Kauai Marriott Resort & Beach Club and had a very active three-day stay on the island, starting with a catamaran ride along Na Pali coast, a helicopter ride over Waimea Canyon, kayaking down Huleia River as well as a visit to the movie tour location office to get a story on what's available on the movie tours. The group also made a stop at the Fern Grotto, and Kauai Museum was also on their itinerary for a glimpse of the history of the island and of the Japanese immigrants. After the three day stay on Kauai, they flew to Oahu and continued to explore the natural heritage of the island. In Honolulu, they stayed at the Hyatt Regency Waikiki Resort & Spa, went hiking at Manoa Falls, and visited the Bishop Museum and Iolani Palace for a study of the history and culture of Hawaii. On their last night in Honolulu, they enjoyed the sunset cruise and dinner on the Navatek for the last glimpse of Honolulu from the sea.



We would like to thank the following for their generous support and cooperation: All Nippon Airways, Marriott & Renaissance Resorts Hawaii, Kauai Island Tours, Kauai Museum, Sheraton Kauai Resort, Captain Andy's, Smith's Motor Boat Service, Safari Helicopter, Will Squyres Helicopter, Outfitters Kauai, Hyatt Regency Waikiki Resort & Spa, Aloha Aina Eco-tours, Chef Mavro, Oahu Visitors Bureau, Bishop Museum, Iolani Palace, Sheraton Moana Surfrider Hotel, and Navatek (in order of itinerary). We'd also like to express our special appreciation to Kauai Visitors Bureau for making all the arrangements on the island for our media tour to make it such a success.

[Hawai'i Tourism Japan]

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TIA See America Educational Seminar 2004

Ten tourism related marketing partners including hotels and activities met in Fukuoka (Nov. 9), Nagoya (Nov.10) and Sapporo (Nov. 20) to speak to an audience of 141 persons from the travel trade. Takashi Ichikura represented HTJ and presented the Outline of the HTJ Activities for '04 and '05. He talked about the various promotional events HTJ organized or supported and he also spoke about next year's campaign theme, "Discover Aloha."

Weekly Diamond

For the last ten years, one of the leading business magazines, the Weekly Diamond has been running a special feature "Hawaii," introducing the destination from a business angle. This year's title in the Nov. 6 issue is "Hawaiian Renaissance," and it covers various efforts made by the State government and tourism industry in order to rebuild the Japanese tourism market in Hawaii. HTJ was instrumental in coordinating interviews with top members of the State Government and tourism industry for this article.



HTJ Website Hot News Section

As some of you may already know, we have a section on our website www.gohawaii.jp dedicated to our marketing partners who have "hot" news to tell our Japanese audience. From hotel renovations to events to new services, as long as the information is suitable for our website, we are happy to post it for you. If you have information you'd like to share with our Japanese audience, please send in your information to y.ozaki@htjapan.jp.

Mahalo for reading our newsletter. If you have any comments or suggestions on our newsletter, or wish to be removed from our mailing list, please contact k.tanji@htjapan.jp.

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